D.M 8/9/93
T&D 8/9/93
S.R.M. 8/11
S.A.M. 8/11/93

R.J. Reynolds Tobacco Company

SENT VIA ELECTRONIC MAIL

CC: ANN

LORI E. MacWILLIAMS
Chain Accounts Manager

12323 Plaza Drive
Parma, OH 44130
216/676-0067
216/676-1878 (Fax)

August 6, 1993
LEM-157-93

Distribution:

Re: "Price Rollback"
Retail Pricing Strategies
Cleveland Chain Accounts

Managers:

In an effort to assist you in manpower deployment activities, please be advised of the following Retail Pricing Strategies initiated by corporate headquarter offices:

Country Fair: CID #1945-00-00

Retail pricing will remain unchanged on August 9th for all manufacturers including Philip Morris, with the exception of Monarch. Monarch retail will increase to $1.55 in the state of Pennsylvania (85's & 100's) effective August 9th in stores not at state minimum.

I will forward zone pricing for all stores/states on Monday, August 9th. A specific date to reduce retails has not been determined at this time, however, I anticipate a change on or about August 23rd.

Truckstops of America: CID #1370-00-00

Retail pricing will remain unchanged on August 9th for all manufacturers including Philip Morris. A specific date to reduce retails has not been determined at this time, however, I anticipate a change on or about August 23rd.

51849 9599

Source: https://www.industrydocuments.ucsf.edu/docs/mqdy0000

Riser Foods, Inc.: CID #1110-00-00

Philip Morris brands will be reduced effective August 9th. All other manufacturers brands, including RJR, will be reduced effective August 23rd. All stores will continue to receive shipment of Winston $4.00 "sniped" product exclusively (no "un-sniped" product will be shipped). In addition, the $4.00 Camel buy-down (all brands except regular) will continue through August 20th.

First National Supermarkets: CID #0952-00-00

Philip Morris brands will be reduced effective August 9th. A specific date to reduce all other manufactures brands has not been determined. All stores will continue to receive shipment of Winston $4.00 "sniped" product provided unique item line #'s are utilized.

BP America: CID #1114-01-00 -- #1114-27-00

Details will be communicated under separate cover.

I will communicate further information as it becomes available. Please do not hesitate to contact me should you have any questions.

Cordially,

Lori E. MacWilliams

LEM/ccs
cc: Regional Sales Managers
Sales Area Offices
M-2

51849 9600

Source: https://www.industrydocuments.ucsf.edu/docs/mqdy0000